

SYLLABUS

1. Data about the program of study

1.1	Institution	Technical University of Cluj-Napoca
1.2	Faculty	Faculty of Electrical Engineering
1.3	Department	Electrotechnics and Measurements
1.4	Field of study	Electrical Engineering
1.5	Cycle of study	Bachelor of Science
1.6	Program of study/ Qualification	Electrical System Cluj-Napoca in English language
1.7	Form of education	Full time
1.8	Subject code	59.10

2. Data about the subject

2.1	Subject name	Presentation Techniques and Communication		
2.2	Course responsible/ lecturer	Assoc. Prof. Econ. Constantinescu Dobra Anca, PhD – anca.constantinescu@enm.utcluj.ro		
2.3	Teachers in charge of Seminars/ Laboratory/ Project	Assoc. Prof. Econ. Constantinescu Dobra Anca, PhD – anca.constantinescu@enm.utcluj.ro		
2.4	Year of study	IV	2.5 Semester	2
				2.6 Type of assessment (<i>E – exam, C – colloquium, V – verification</i>)
				C
2.7	Subject category	<i>DF – fundamental, DD – in the field, DS – specialty, DC – complementary</i>		DC
				<i>DI – compulsory, DO – elective, Dfac – optional</i>
				DO

3. Estimated total time

3.1	Number of hours per week:	1	of which	3.2 Course	1	3.3 Seminar		3.3 Laboratory		3.3 Project	
3.2	Total hours per semester	14	of which	3.5 Course	14	3.6 Seminar		3.6 Laboratory		3.6 Project	
3.7 Individual study:											
(a) Manual, lecture material and notes, bibliography										5	
(b) Supplementary study in the library, online and in the field										2	
(c) Preparation for seminars/laboratory works, homework, reports, portfolios, essays										2	
(d) Tutoring										1	
(e) Exams and tests										1	
(f) Other activities											
3.8 Total hours of individual study [sum (3.7(a) to 3.7(f))]					11						
3.9 Total hours per semester [sum of 3.4 and 3.8]					25						
3.10 Number of credit points					1						

4. Prerequisites (where applicable)

4.1	Curriculum	N/A
4.2	Competences	To have basic skills in individual research using various sources (written texts, the internet, etc.) for the preparation of presentations.

5. Requirements (where appropriate)

5.1	For the course	The availability of multimedia technologies (video projector, sound system)
5.2	For the applications	

6. Specific competences

Professional competences	
Cross competences	<p>Conducting research and building a well-supported argument or viewpoint</p> <p>Engaging in active listening and delivering constructive feedback</p> <p>Recognizing professional responsibility when presenting and defending a viewpoint</p>

7. Expected learning outcomes

Knowledge	Studentul/absolventul demonstrează capacitatea de a comunica în mod eficient aspecte și rezultate ale activităților ingineresti către diverse categorii de public, adaptându-și discursul la nivelul de expertiză și nevoile interlocutorilor.
Abilities	<p>Studentul/absolventul comunică fluent, atât în limba maternă cât și într-o limbă de circulație internațională rapoarte, documentații, prezentări despre proiectele ingineresti.</p> <p>Studentul/absolventul elaborează rapoarte tehnice într-o manieră coerentă și riguros structurată, adaptând conținutul și stilul la profilul și nevoile beneficiarilor.</p>
Responsibility and autonomy	<p>Studentul/absolventul respectă principiile și normele profesionale ale comunicării ingineresti, utilizând un limbaj adecvat și transmițând informațiile cu acuratețe și claritate.</p> <p>Studentul/absolventul acționează cu rigoare și profesionalism în redactarea documentațiilor ingineresti, asigurând integritatea, coerența și conformitatea informațiilor cu standardele domeniului."</p>

8. Discipline objectives (based on specific competencies acquired)

8.1	General objective	Planning, preparing, and delivering informative and persuasive speeches
8.2	Specific objectives	<p>Explaining core communication concepts and models</p> <p>Interpreting and clarifying the communication process</p> <p>Tailoring messages to suit various contexts and audiences</p> <p>Gathering, selecting, and structuring information effectively for speech preparation</p> <p>Using multimedia tools appropriately to enhance a speech, in line with its purpose and audience</p> <p>Applying verbal and non-verbal communication skills effectively during delivery</p>

9. Contents

9.1. Course (Lectures)		Number of hours	Teaching methods	Additional remarks
1	Introduction to Communication and Public Speaking	1	Interactive lectures, practical exercises to develop public speaking skills, group-based activities, preparation and discussion of oral presentations , use of educational videos, speech analysis, and ongoing formative assessment and self-assessment.	
2	Types of Speech 1 – Informative Speech	1		
3	Types of Speech 2 – Persuasive Speech	1		
4	Audience Analysis	1		
5	Critical Thinking and Reasoning	1		
6	Argumentation of Ideas	1		
7	Planning and Organizing the Speech	1		
8	Introductions and Conclusions	1		
9	Managing Emotions and Anxiety	1		
10	Body Language	1		
11	Tone of Voice	1		
12	Visual Aids	1		
13	Speech Delivery	1		
14	Review and Conclusions	1		

Bibliography

1. In the TUC-N Library

- [1] P. Adcock, I. Callow, *The Presenter's Handbook: How to Give a Captivating Performance – Every Time!*, Woodstock, UK: Writersword, 2012 – 2 copies
- [2] C. Anderson, *TED Talks: The Official TED Guide to Public Speaking*, Publica Publishing House, Bucharest, 2016 – 1 copy
- [3] S. E. Lucas, *The Art of Public Speaking*, Polirom Publishing House, Iași, 2014 – 1 copy
- [4] S. Sayler, *Your Body Language: Be a Model, Influence, Inspire Confidence and Build Lasting Partnerships*, Curtea Veche Publishing House, Bucharest – 1 copy
- [5] D. Vasile, *Communication and Negotiation in Business*, ASE Publishing House, Bucharest, 2011 – 1 copy

2. Virtual Teaching Materials

Public Speaking Project: <http://publicspeakingproject.org/psvirtualtext.html>

9.2. Applications - Seminar /Laboratory/Project		Number of hours	Teaching methods	Additional remarks
1				
Bibliography				

10. Alignment of course content with expectations of the epistemic community, professional associations, and representative employers in the field

For the course assignments and the practice speeches delivered during the semester, emphasis will be placed on aligning with business environment expectations regarding the presentation skills of future graduates (e.g., a persuasive speech proposing an intrapreneurial initiative within a company, or an informative speech addressing updates to electrical installation bidding procedures).

11. Assessment

Activity type	11.1 Assessment criteria	11.2 Assessment methods	11.3 Weight in the final grade (%)
11.4 Course	Preparation and delivery of a speech on a topic of choice (persuasive or informative)	Written/oral	40%
	Oral exam consisting of the preparation and delivery of a presentation on a given topic		60%
11.5 Laboratory			
11.5 Project			
<p>11.6 Minimum standard of performance: Grade C > 5</p> <p>To achieve the minimum passing grade (5), the student must demonstrate understanding of the following: the Shannon–Weaver communication model, the key features of informative and persuasive speeches, at least three types of presentation or delivery aids together with a minimum of two advantages and disadvantages for each, the essential questions used in audience analysis, the logical structure of a speech (introduction, body, conclusion) and the main elements specific to each part, as well as fundamental aspects of body language (eye contact, arm and leg positioning) and diction, including intonation and speech dynamics.</p>			

Date of completion	Lecturers	Title/ Surname/ Name:	Signature
January 2026	Course	Assoc. Prof. Econ. Constantinescu Dobra Anca, PhD – anca.constantinescu@enm.utcluj.ro	
	Applications Seminar/		
	Laboratory/ Project		

Date of approval in the ETHM Department Council

January 2026

Head of Department:

Prof. Eng. MICU Dan Doru, PhD

Date of approval in the Faculty of Electrical Engineering Council

February 2026

Dean:

Assoc. Prof. Eng. CZIKER Andrei, PhD